More detail, more colour,
more lifelike viewing

Televisions and Home Projectors
The Definitive Guide

SONY

colour like.no.other™

BRAVIA

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BRAVIA will change the way you experience TV

Renowned for colour like no other, BRAVIA is also synonymous with the cinema-quality smoothness and detail you need for an incredible High Definition viewing experience.

BRAVIA digital televisions offer you elegant, cutting-edge design in a huge range of models, colours and sizes, from 20"-70". BRAVIA home projectors feature diagonal screen sizes up to 300" (7,6 metres). And while some BRAVIA models function as exquisite visual centrepieces, others are made for easy portability.

When it comes to image quality, you can choose from a number of exclusive advanced technologies, including SXRD™ and various unique picture enhancement features such as the renowned BRAVIA ENGINE.

All BRAVIA televisions and projectors featured in this brochure are of course HD ready and some BRAVIA series are even able to display superior 1080p High Definition pictures in amazing 6,2 megapixel detail. BRAVIA TVs and projectors have up to three HDMI™ connections for enhanced High Definition connectivity. That means you can connect any HD device to your BRAVIA, with just one cable and no loss of HD picture or sound quality.

All our digital televisions feature a built-in digital terrestrial tuner and some even offer integrated HDTV decoders for the next generation of terrestrial broadcasts in stunning High Definition.

Furthermore, BRAVIA is committed to helping prevent climate change and the brand has won considerable acclaim for its energy-saving televisions.

So choose the BRAVIA that's right for you, and treat yourself to the revolutionary viewing experience that only BRAVIA can offer.

X3500

W4000

S4000

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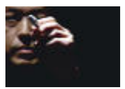
BRAVIA redraws the lines of breathtaking design

The new Draw the Line design on select BRAVIA televisions takes their already impeccable style to a whole new level. It's based on a simple idea: using clean lines to make a sophisticated aesthetic statement. With Draw the Line, your BRAVIA looks absolutely stunning as a visual centrepiece when it's turned off or in Picture Frame Mode (see p.15 for more). And when it's on, it subtly accentuates whatever you watch. On the peerless E Series BRAVIA, style takes an even bolder step into the future with the equally revolutionary Picture Frame design, shown on page 8.

draw the LINE

Simple sophistication – new Draw the Line design

To create our new Draw the Line design, we started by re-imagining the entire viewing experience. Of course, a television should have advanced features to maximise your enjoyment of everything you watch. But it should also be designed in such a way that nothing distracts from the stunning picture on-screen. To realise that vision, we did away with excess and kept only the essentials. The condensed strokes of Draw the Line design grew out of this philosophy: A single bold line that stretches beneath the screen like the horizon. A line emphasising the world of beautiful images above. A line that embodies our passion for aesthetic simplicity and a stunning visual experience.



W4000

Detailed design makes BRAVIA exceptional

Every BRAVIA is crafted to blend seamlessly with your existing home interior décor, but there are some exceptional stylistic elements that are worthy of a special mention. Together they create a refined visual effect that keeps BRAVIA at the forefront of design.

Midnight Sky finish

The gorgeous Midnight Sky finish on the W4000 BRAVIA is a wonder to behold. In normal light, it appears as a rich black. But with a change of angle and ambient light, it's a slightly sparkling deep shade of blue.

Integrated status lights

The status lights are magically embedded in the window between the screen border and the speaker grille – on W4000, V4000 and V4500 Series models.

Illuminated logo

On certain Draw the Line televisions, the Sony logo is subtly illuminated – a soft glow that adds a touch of BRAVIA class.

A picture frame is worth a thousand words

It's not hard to find superlatives describing the graceful new Picture Frame design of the E Series BRAVIA. "Incomparable", "suave", "astonishing" and "exquisite" are just a few that come to mind. Whether it's standing in your living room or adorning your wall – and especially when set to Picture Frame Mode (see p.15) – the beauty of the E Series speaks for itself. There are four chic frame colours to choose from: Midnight Sky, Aluminium, Pearly White and Dark Walnut.

Personalise the Picture Frame design of your E Series BRAVIA with your choice of frame.

Customise your colour – the X3000 Series lets you choose your look

An exclusive feature of the X3000 40"-46" BRAVIA is the option to change the colour of your frame to enhance your interior design. Five optional frames (also called bezels) in different colours – every one created to blend beautifully with any decor – take television design to a more personal level.

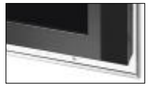
Choose your colour

With interchangeable frames, you can easily alter the classic styling of your X3000 Series BRAVIA. Pick from five daring optional frame colours: Light Beige, Deep Mauve, Pale Gold, Mocha or Scarlet Red. All come with matching table-top stands for consistent colour from top to bottom. With the BRAVIA collection of frames, you can change the look of your television in tune with your tastes in years to come.

Subtle design accents

The brushed metal façade of the X3500 Series BRAVIA lends them an elegantly refined quality, while the translucent 'floating' frame makes every X Series model appear to hover effortlessly in the air.

X3000

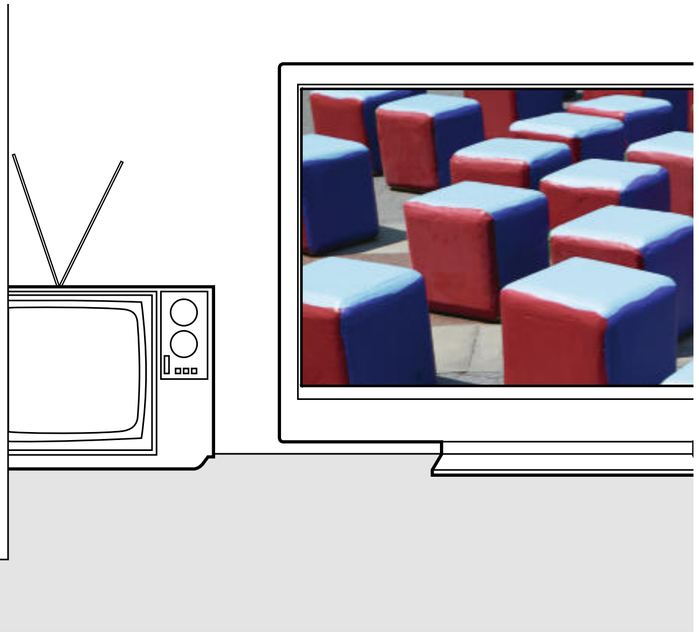


Attention to detail

Every aspect of the X3000/3500 Series design is given meticulous attention, right down to the careful placement of integrated status lights. Like the whole BRAVIA range, each model has been refined to fit beautifully into any living space.

From analogue to digital, BRAVIA is at the forefront of the TV revolution

All over the world, different countries are making the transition from analogue to digital television. In a few years, traditional analogue TV will be completely replaced by digital,which brings many advantages such as superior picture and audio quality, a wider range of programmes and – in some countries – interactive features. Quite simply, digital TV will make viewing more engaging, entertaining and informative than ever before. BRAVIA is designed to make the most of this new digital format.



The details of digital

Digital television packs much more information into a signal than analogue TV, so the most immediate and noticeable benefit is a vast improvement in the quality of the broadcast. The image on your screen will have lifelike colour and detail, and the sound coming from the speakers will be more authentic. The very best of this digital sound and image quality is known as High Definition.

But there are additional benefits 'behind-the-scenes' too. The more efficient digital signal means that digital broadcasters can offer you even more channels, or they can provide extra multimedia services and features that allow you to interact with your favourite programmes. Digital television also enables broadcasters to create more informative programme guides.

All BRAVIA televisions come with a built-in digital tuner that also shows analogue programmes, so with BRAVIA you get more of what you want to watch, when you want to watch it – and in outstanding quality.

What is HD ready?

Already your favourite programmes are being broadcast in stunning High Definition (HDTV), and this visual breakthrough is supported by a huge range of our products – from HD Handycam® camcorders and HD VAIO notebooks to HD games on PLAYSTATION®3 and HD movies on next-generation Blu-ray Disc™. To enjoy these High Definition sources, you need to ensure that your television or projector is at least HD ready. Every BRAVIA in this brochure is HD ready and many models even offer the revolutionary quality of HD 1080p, the very best High Definition experience available in the home today.

HD ready means that:

- Screen resolution has at least 720 lines
- Aspect ratio is 16:9
- Your TV or projector supports HDTV broadcasts in the 720p and 1080i formats (if it has an HD decoder / set-top receiver)
- Your TV or projector will accommodate both analogue component and digital (HDMI™) connections
- The HDMI™ or DVI (digital video interface) connections support HDCP copy protection

Most importantly, an HD ready BRAVIA allows you to connect to and experience any High Definition source. With an HD ready or HD 1080p BRAVIA television, you can enjoy the advantages of High Definition (around four times the detail and clarity of Standard Definition) in combination with renowned BRAVIA colour.

HDTV decoders and HDMI™

For an even better connection to all the new HD sources, some of our televisions feature HDTV decoders and up to three HDMI™ sockets. HDTV decoders are designed for viewing High Definition broadcasts. (Find out more about BRAVIA HDTV decoders on p.16.) HDMI™ is the next-generation cable that allows you to experience High Definition films, games and more with no loss in quality. For more on BRAVIA and HDMI™, see p.18.

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V4000

3.1 Mega Pixel
1 1 1
1366 x 768

This symbol indicates the total number of red, green and blue pixels on screen. A higher number of pixels represents a more defined image. The number at the bottom is the actual number of pixels in the width and height of the image.

HD ready

HD TV

HDMI
HIGH DEFINITION MULTIMEDIA INTERFACE

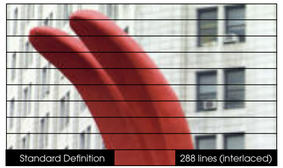
BRAVIA HD 1080p – for stunning detail and incredible depth

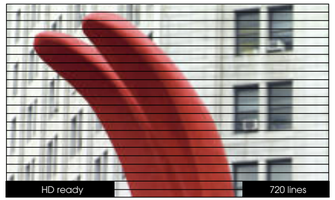
1080p High Definition (HD 1080p) fulfils all the specifications of HD ready (see p.11) and meets two further criteria for extraordinary image quality: full reproduction of 24p input and a minimum resolution of 1920 x 1080 pixels. The many BRAVIA televisions and projectors that carry the HD ready 1080p and HDTV 1080p logos make the most of this visual revolution – yet they require less viewing distance than old CRT TVs with smaller screen sizes. With HD 1080p, you can enjoy HD 1080 broadcasts on your BRAVIA television or projector, and next-generation HD 1080p entertainment on Blu-ray Disc™ and PLAYSTATION®3. The massive 6,2-megapixel resolution on HD 1080p BRAVIA models brings everything to life. Images are smoother, more detailed and more realistic. It's like watching the world through an open window. HD 1080p, in combination with the amazing colour BRAVIA is renowned for, makes for an extraordinary viewing experience and picture quality better than anything you've seen before.

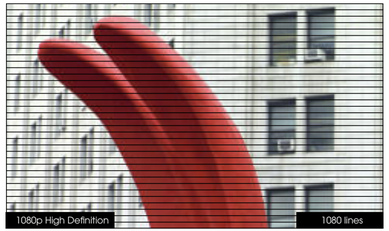
W4000

Three factors combine to make the BRAVIA HD 1080p range unique:

- True 1080p resolution for Blu-ray – the BRAVIA screen can display the full quality of 1080p High Definition Blu-ray Disc™, the next-generation format for High Definition movies. 1080i TVs display only half the 1080p picture at once, so the picture is not as smooth.
- No superfluous rescaling – HD 1080p BRAVIA televisions and projectors recognise 1080 signals automatically and do not rescale them, as some other televisions do.
- BRAVIA ENGINE technology – HD 1080p BRAVIA televisions and projectors feature one of our BRAVIA ENGINE picture enhancement technologies. Read more about them from page 21.







With 1080 lines of resolution, 1080p High Definition delivers a superior picture on a much bigger screen. With HD 1080p, every minute detail of each image is brought to life.

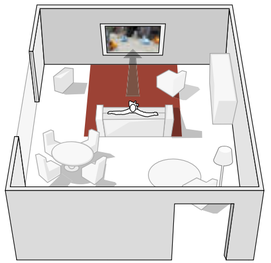
Size up with BRAVIA HD

You don't need a large room to enjoy a large screen BRAVIA TV. In fact, you'd be surprised by what size BRAVIA is suitable even for tiny apartments or smaller rooms such as kitchens and bedrooms. Cutting-edge BRAVIA design makes our TVs slimmer than ever, so you don't have to worry about moving your furniture around or the design overwhelming your space.

And **you can actually sit closer to an HD 1080p LCD TV** than you can with an older CRT or even HD ready TV, since the incredible detail of 1080p High Definition and the advanced image processing of BRAVIA ENGINE result in a much better picture. Thanks to these leaps in BRAVIA design and technology, now you can enjoy thrilling big-screen viewing in any type of room.

Did you know?

- Even for a 46" HD 1080p BRAVIA, **you only need 3,5m² of floorspace** in front of the TV for optimal viewing. That's barely larger than a cupboard!
- You can **keep your sofa where it is.** Because you can sit even closer to a 46" HD 1080p TV than you can to your old 32" CRT set.
- You can **upgrade your 21" CRT TV to a 32" HD 1080p BRAVIA** – for a superior picture on a bigger screen without any adjustments to your room layout.
- With an **average depth of just 10cm** on most models, there's already space in any room for a slim BRAVIA TV.



A 46" HD 1080p BRAVIA only requires 3,5m² of floorspace (the red area in front of the TV) and 1,80m of viewing distance (the arrow).

Viewing distance

When choosing the size of your BRAVIA, use viewing distance as a guide to the minimum distance between the TV screen and your seat. At this distance, the image appears neither too small nor too large. Sitting too close to an older CRT or even HD ready TV would hurt your eyes, but now you can actually sit closer to an HD 1080p LCD TV while still experiencing a smoother, sharper picture than ever before.

		20"	23"	26"	32"	37"	40"	46"	52"	70"
HD 1080p LCD TV 31,2° 1,6m	Viewing distance				1,30m		1,60m	1,80m	2,10m	2,80m
	Required floorspace				2,0m²		3,0m²	3,5m²	4,5m²	8,0m²
HD ready LCD TV 22,5° 2,2m	Viewing distance	1,10m	1,30m	1,40m	1,80m	2,10m	2,20m			
	Required floorspace	1,0m²	1,5m²	2,0m²	2,5m²	3,5m²	4,0m²			

PhotoTV HD enhances your hi-res photos

BRAVIA is the ideal way to enjoy larger-than-life programmes, films and games – and now you can even present your high-resolution digital still photos in breathtaking detail and colour, thanks to PhotoTV HD. This feature makes it easy to show off your shots. They'll appear as striking and lifelike as the moment you captured them.

X3000

PhotoTV HD

Televisions are designed for moving images, which is why they often fall short of bringing out the true colour and contrast of your high-megapixel digital still photos. PhotoTV HD solves this problem by making your photos look their best. What's more, PhotoTV HD features four unique modes that let you control how your photos look. Photo mode, for example, makes the images as natural and warm as traditional film – perfect for photography buffs.

Three easy ways to connect

PhotoTV HD works with HDMI™, USB and Component connections. That means you can view photos in amazing HD 1080 quality from a wide range of devices such as your α700 D-SLR camera, Cyber-shot digital camera, VAIO notebook, Handycam® camcorder, or Blu-ray Disc™ player. When you connect a USB or HDMI™-equipped device to a BRAVIA with PhotoTV HD, your photos will even appear with automatic optimisations for colour, contrast and crispness.

X3000

USB Photo Viewer

USB Photo Viewer (Hi-Speed USB)

USB Photo Viewer (Hi-Speed USB) effectively turns your BRAVIA into a giant digital camera display. Now you can easily access the photos from different sources such as your Cyber-shot digital camera or a USB key, then enjoy them close-up on the big screen. You can even view slide-shows – all faster and smoother than ever before.

A BRAVIA that's as pretty as a picture

Picture Frame Mode offers a fantastic way to turn your BRAVIA into a work of art – by displaying a unique photo or painting on its high-resolution screen when you're not watching TV. The elegant design of BRAVIA TVs is a natural complement to Picture Frame Mode, especially when you hang them on the wall[1]. With its exquisite Picture Frame design, the E4000 (below right) is ideal for the gallery-like display. Picture Frame Mode also conserves energy – approximately 35% of BRAVIA power consumption[2].

E4000

Your own private art gallery, from Pop Art to Van Gogh[3]

You've got a wide choice of images for display in Picture Frame Mode. Your BRAVIA comes with six pre-installed images, including a Van Gogh masterpiece, contemporary Pop Art and natural scenes of incredible beauty, all of which make the most of its stunning colour and contrast.

A BRAVIA with Picture Frame Mode offers a unique visual treat for when you come downstairs in the morning or when you're entertaining guests. To keep it in line with your schedule, you can easily set the times when you want Picture Frame Mode to switch itself off and return your television to standby.

W4000

Choose your own picture

You also have the option to choose your own photos for display in Picture Frame Mode. Simply connect any compatible USB-enabled device such as a Cyber-shot digital still camera or a USB key. From here you can select a personal photo for Picture Frame Mode to display. Once you've selected your photo, it will automatically appear whenever you choose Picture Frame Mode as long as your USB source remains plugged in.

An ideal source is the Micro Vault Tiny. This diminutive USB storage device is only 3cm long, making it barely visible when plugged into your BRAVIA – yet it can hold hundreds of high-res photos.

With the default art and photos or your own holiday snaps, you'll see that BRAVIA picture enhancement does the same for still images as it does for moving pictures, bringing dramatic colour like no other into your home.

[1] With an optional wall mounting bracket.
[2] In Vivid Mode.
[3] Wheatfield with Cypresses, Gogh, Vincent Van – National Gallery, UK / The Bridgeman Art Library.

X3500

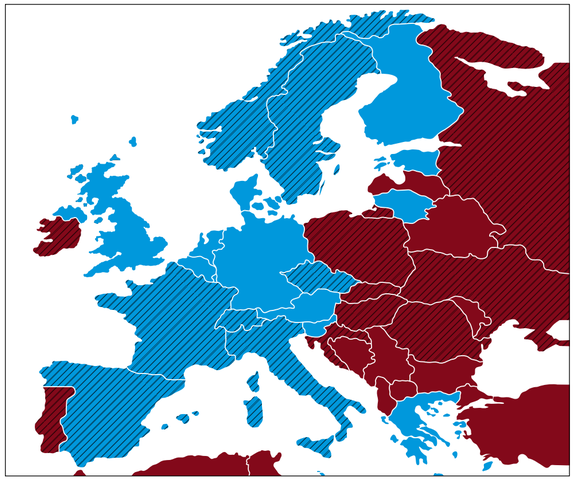
HDTV lets you view programmes in stunning High Definition (where available).

Enjoy High Definition broadcasts with an integrated HD decoder

With more and more European countries making the transition to terrestrial free-to-air HD broadcasting, many BRAVIA televisions are ideally prepared – with a next-generation integrated MPEG4 AVC decoder for High Definition broadcasts. This HD decoder works with both the integrated digital terrestrial (DVB-T) and digital cable (DVB-C) tuners fitted inside select BRAVIA televisions that carry the HDTV or HDTV 1080p logo (right), so you can experience the highest quality broadcasts with no need for an additional set-top box.

The advantage of HD broadcasting is simple: the sheer quality of the HD broadcast picture. High Definition broadcast signals contain four times as many pixels as Standard Definition (SD) signals to produce simply stunning pictures. This is made possible by the MPEG4 AVC compression system which enables broadcasters to transmit HD channels using only as much data as two SD, MPEG2, channels. For an even greater choice of channels, the MPEG4 AVC decoder fitted on some BRAVIA models can also process MPEG2 and MPEG4 AVC SD services when that system is chosen by the broadcaster.

HD decoders are available in BRAVIA TVs with resolutions of 1366 x 768 and 1920 x 1080. Some HD channels will even broadcast in the superior HD 1080 format, and that's where the BRAVIA HD 1080p range comes into its own. Turn to page 12 to discover the wonders of BRAVIA HD 1080p ...



Terrestrial free-to-air High Definition broadcasting is rolling out across Europe.

MPEG4 AVC broadcasts are being tested with the intention to launch.

Countries where digital has launched and is moving to HD broadcasts.

Digital is in the trial phase, eventually moving to HD broadcasts.

BRAVIA is the heart of the HD experience

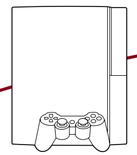
BRAVIA televisions and projectors are at the very centre of the High Definition revolution. Sony offers a wide range of devices that take advantage of superior HD 1080, whether in the 1080p or 1080i format. When you connect your BRAVIA to one of these HD 1080 sources with just a single cable, you'll get to experience all the excitement of High Definition films, games and music with no loss of their breathtaking quality.

BRAVIA and Blu-ray Disc™ for High Definition like no other

With just one cable, you can connect your 1080p BRAVIA television or projector to a Blu-ray Disc™ player for a home cinema experience that will surpass everything you have experienced before. The Blu-ray Disc™ that Sony helped to develop is the disc of the future. With at least five times the capacity of DVD, it can store HD content with four times the quality – in superior 1080p. Already Blu-ray Disc™ is replacing DVD, which cannot store HD 1080 content without compressing it to an inferior format.

BRAVIA for all your HD devices

Share in the unique thrill of High Definition picture and sound quality by connecting these cutting-edge HD products to your BRAVIA projector via HDMI™ or Component, or your BRAVIA television via HDMI™, Component or USB ...

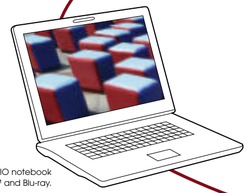


1080p PLAYSTATION®3 with HDMI™ and Blu-ray drive.

VW60

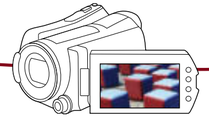
W4000

Broadcast receivers can already deliver TV programming in 1080 High Definition. Some BRAVIA televisions can even show terrestrial free-to-air HD broadcasts without a set-top box.

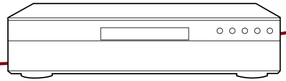


HD 1080 VAIO notebook with HDMI™ and Blu-ray.

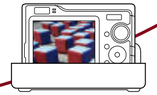
α700 D-SLR camera



High Definition Handycam® with HD 1080 recording.



Our new Blu-ray Disc™ players can play back High Definition discs in superior HD 1080p quality.



Cyber-shot digital still camera (via HD Component).

Blu-ray Disc™

SXRD Silicon X-tal Reflective Display

How does BRAVIA create a picture like no other?

To achieve the renowned colour like no other and superior image quality of BRAVIA, it takes more than just a single high-tech LCD panel. It requires a unique combination of advanced components that have been specially designed to enhance the picture at every step.

The BRAVIA circuit board

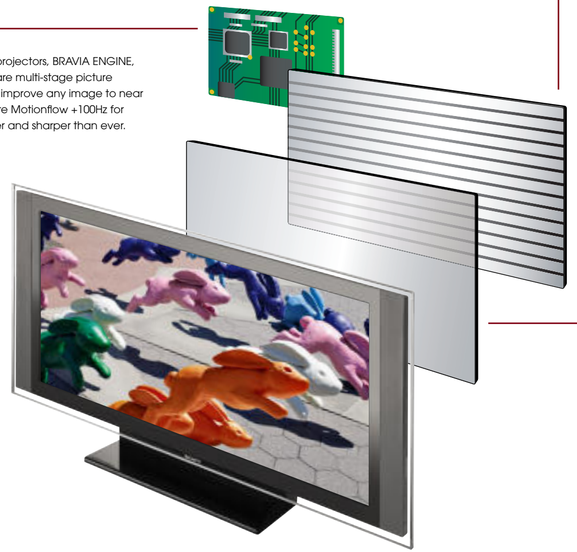
Only found in the BRAVIA range of TVs and projectors, BRAVIA ENGINE, BRAVIA ENGINE 2 and BRAVIA ENGINE PRO are multi-stage picture enhancement technologies that refine and improve any image to near perfection. Some BRAVIA models also feature Motionflow +100Hz for fast-moving action scenes that are smoother and sharper than ever.

BRAVIA ENGINE

BRAVIA ENGINE 2

BRAVIA ENGINE PRO

Motionflow +100Hz



BRAVIA backlight technology

The backlight generates the light necessary to illuminate the picture you see on-screen, making this component crucial to overall image quality. BRAVIA backlights emit purer light for an expanded colour range. Together with BRAVIA ENGINE, LIVE COLOUR CREATION (p.26) and our exclusive TRILUMINOS LED (p.25) enable BRAVIA backlights to reproduce colours that remain unbelievably faithful to the original source.

TRILUMINOS

LIVE COLOUR CREATION

BRAVIA high-performance LCD panel

As with the backlight, the LCD panel has a significant impact on image quality. The advanced 10-bit HD 1080p high-performance panel found on many BRAVIA models ensures that the colours and contrast are as rich and lifelike as possible, particularly when it comes to stunning High Definition pictures. See page 28 for more.

Full HD 1080

10bit

BRAVIA ENGINE picture enhancement

In both BRAVIA televisions and projectors, we use a number of exclusive technologies to ensure that the image produced on-screen represents perfection. There are three different picture enhancement technologies that can only be found in the BRAVIA range: BRAVIA ENGINE, new BRAVIA ENGINE 2 and superior BRAVIA ENGINE PRO.

BRAVIA ENGINE

BRAVIA ENGINE for incredible colour and clarity

BRAVIA ENGINE is a unique picture enhancement technology that features nine separate stages of image processing. Each stage has a specialised function, and together they generate a picture that is optimised in every way – from the accuracy of the contrast to the faithfulness of colour reproduction.

BRAVIA ENGINE 2

BRAVIA ENGINE 2 for improved picture enhancement

By using our most innovative technologies such as intelligent noise reduction and Advanced Contrast Enhancer (p.28), BRAVIA ENGINE 2 builds on the power of the acclaimed BRAVIA ENGINE and adds four new image processing stages. What's more, BRAVIA ENGINE 2 incorporates full digital signal processing, which means that it can enhance many different signals.

BRAVIA ENGINE PRO

BRAVIA ENGINE PRO for the most lifelike viewing ever

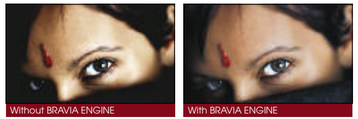
This high-end picture enhancement technology brings you all the benefits of the BRAVIA ENGINE 2 plus several innovative features of its own. Thanks to Digital Reality Creation, a cutting-edge technology that boosts the quality of SD and even HD signals, BRAVIA ENGINE PRO offers the most true-to-life viewing experience yet available in the BRAVIA range.

Turn the page for details on BRAVIA ENGINE and BRAVIA ENGINE 2. See page 24 for more information on BRAVIA ENGINE PRO.
To check which model has which BRAVIA ENGINE technology, please consult the Product Overview from page 48.

BRAVIA ENGINE – generating incredible colour and clarity

BRAVIA ENGINE

The renowned BRAVIA ENGINE picture enhancement technology remains at the heart of most BRAVIA LCD televisions and select BRAVIA projectors. Any signal you put into a BRAVIA, regardless of the source, goes through a pure digital perfecting process.

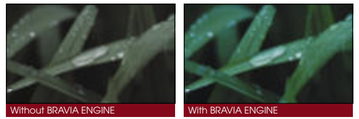


Widens the tone range:

This part of the process expands the range of gradation between colours and between light and dark shades. It means you see a far smoother image.

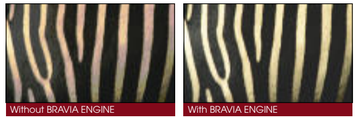
Enhances the contrast:

Specific areas of low contrast within an image are boosted. This creates an overall crisp high-contrast picture.



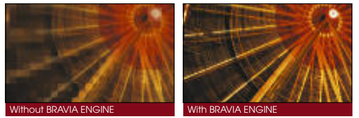
Matches the colours:

Exact colour reproduction ensures the final image is reproduced exactly as the original source intended. It means you see incredibly natural colours.



Reduces colour distortion:

A treatment called comb filtration decreases cross-colour distortion, dot crawl, and moiré (the distortion you get on patterns such as a check shirt). So you enjoy a more stable picture.

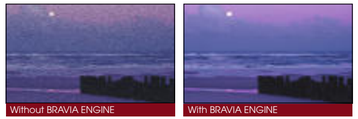


Smoothes the motion:

Motion Conversion smoothens diagonal lines of pixels in fast moving pictures, preventing jagged edges and bleeding colours. It's ideal for sports and action sequences.

Deepens the greens and blues:

Two of the traditionally weakest colours receive specific enhancement. This brightens and deepens blue and green subjects.



Cleans the image:

Any noise (interference) within the signal is reduced pixel by pixel. So the image you see will appear cleaner.

Strengthens the blacks:

The black pixels are strengthened and deepened without darkening the overall picture. So you get more detail in dark areas of the picture.

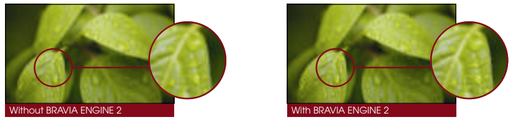
BRAVIA ENGINE 2 – taking picture enhancement further

BRAVIA ENGINE 2

Found on the latest BRAVIA models, BRAVIA ENGINE 2 is an improved picture enhancement technology that has all the image processing stages of BRAVIA ENGINE – plus four new stages of its own.

Refines the text:

BRAVIA ENGINE 2 anti-aliases computer-generated text, which means that you see letters with sharper, smoother edges instead of fuzzy or rough lines.



Sharpens edges:

BRAVIA ENGINE 2 sharpens edges to preserve the natural detail and texture of the object.

Straightens diagonal lines:

Diagonal lines can appear pixilated and jagged. BRAVIA ENGINE 2 cleans and straightens them, so you see a picture with lifelike resolution.

Further enhances the contrast:

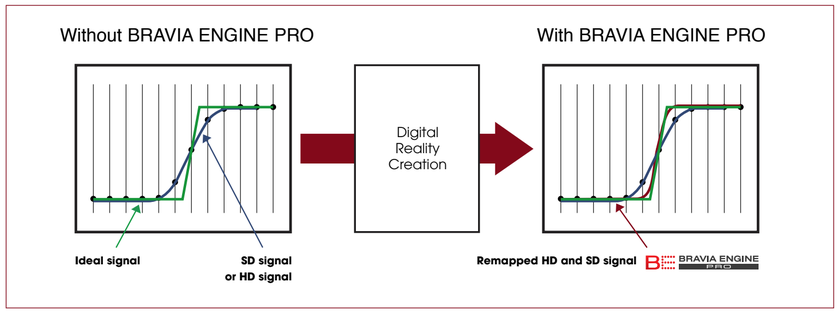
Advanced Contrast Enhancer and the self-adjusting BRAVIA backlight perfectly reproduce dark scenes without sacrificing detail or brightness.

BRAVIA ENGINE PRO for the most lifelike viewing experience

The BRAVIA ENGINE PRO can only be found in elite BRAVIA televisions and projectors. It shares the image processing stages of the BRAVIA ENGINE 2 and incorporates additional high-end technologies to create images that are even cleaner, smoother and more vivid. One such technology is Digital Reality Creation (DRC), a special type of picture enhancement which improves both Standard Definition and High Definition signals (see below). DRC upgrades the signal you receive, so your picture will contain much more information. So no matter what you watch, BRAVIA ENGINE PRO gives you greater definition and ensures that you'll see every single detail.

Digital Reality Creation enhances every detail

Digital Reality Creation boosts (remaps) the quality of various signals that are processed by our BRAVIA ENGINE PRO picture enhancement technology. Not only does it vastly improve the inferior Standard Definition component of the signal, it even enhances the already superior High Definition signal.



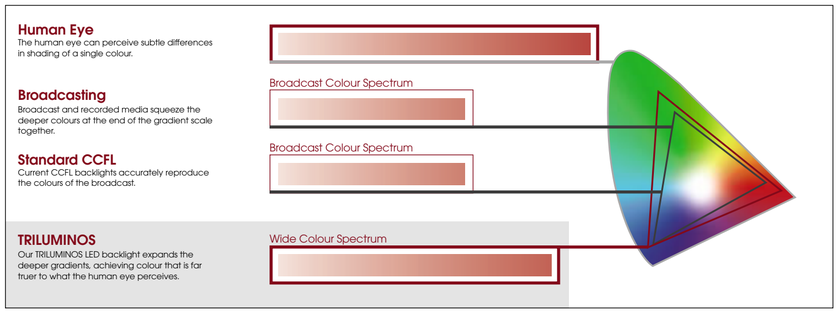
TRILUMINOS – our exclusive LED backlight is a revolution in television colour reproduction

Only available on one premium BRAVIA TV, the slim TRILUMINOS LED backlight attains superior colour reproduction that is simply unmatched by current CCFL backlights. By using separate red, blue and green LEDs, the TRILUMINOS LED backlight can produce a brighter and more uniform white light that captures the true colours of the source. The result is colour reproduction in keeping with this most exquisite of televisions.

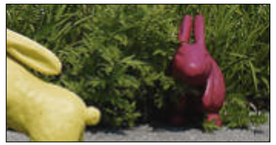
A breakthrough in LED technology

Even the most advanced CCFL backlights can only partially recreate the colours seen by the human eye. By using the latest in LED technology, Sony has developed a backlight that surpasses anything previously possible with CCFL. TRILUMINOS works together with our proprietary colour management algorithm, faithfully reproducing every rich shade, every nuance in colour.

TRILUMINOS

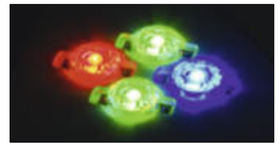

Human Eye
The human eye can perceive subtle differences in shading of a single colour.
Broadcasting
Broadcast and recorded media squeeze the deeper colours at the end of the gradient scale together.
Broadcast Colour Spectrum
Standard CCFL
Current CCFL backlights accurately reproduce the colours of the broadcast.
Broadcast Colour Spectrum
TRILUMINOS
Our TRILUMINOS LED backlight expands the deeper gradients, achieving colour that is far truer to what the human eye perceives.
Wide Colour Spectrum

For more information on CCFL backlights, please refer to the glossary on page 46.



Colours from a standard CCFL backlight

TRILUMINOS LED backlight achieves purer colours



TRILUMINOS uses separate red, blue and green LEDs

A breakthrough in LED technology

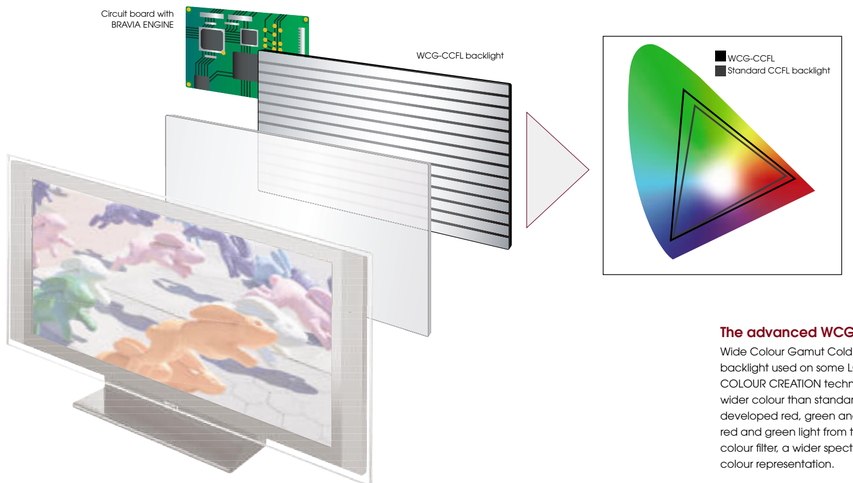
By using separate red, blue and green LEDs instead of white-only LEDs, Sony has developed a backlight that surpasses anything you've seen before. TRILUMINOS works together with our proprietary colour management algorithm, faithfully reproducing every rich shade, every nuance of colour.

LIVE COLOUR CREATION – even better colour on your LCD television

LIVE COLOUR CREATION

BRAVIA televisions are known for delivering colour like no other. And now, colour is even more enhanced thanks to our unique LIVE COLOUR CREATION (LCC) technology, found on select televisions. LIVE COLOUR CREATION is Sony's integrated solution for wider colour reproduction. It's a combination of the BRAVIA ENGINE working with the excellence of either the WCG-CCFL backlight technology, or the groundbreaking TRILUMINOS LED backlight (see page 25 for details). This means BRAVIA gives you far truer and more accurate tones, for absolutely stunning colour reproduction and depth of picture, exactly as nature intended.

Approximately 30% wider colour with new WCG-CCFL backlight technology



The advanced WCG-CCFL backlight

Wide Colour Gamut Cold Cathode Fluorescent Lighting (WCG-CCFL) is the backlight used on some LCD BRAVIA TVs and is an important part of LIVE COLOUR CREATION technology. WCG-CCFL delivers approximately 30% wider colour than standard CCFL backlight technology by using newly developed red, green and blue fluorescent materials. By radiating stronger red and green light from the backlight and then combining this with a colour filter, a wider spectrum of colours can be produced to give truer colour representation.

x.v.Colour – for lifelike colours and natural tones

x.v.Colour

x.v.Colour is based on xvYCC, a new international standard for video signals that defines a colour space nearly two times wider than the existing sRGB standard. The xvYCC colour palette closely matches the full natural range of hues and gradients perceived by the human eye – and x.v.Colour allows you to experience more of this realistic colour on many BRAVIA TV models and select BRAVIA projectors.

Unprecedented natural colour in everything you view

Sony was the first to adopt x.v.Colour and make BRAVIA compatible with the new xvYCC standard. This means that most BRAVIA TV models and select BRAVIA projectors have the unprecedented ability to faithfully recreate the true-to-life vividness of natural images instead of substituting or approximating colours as some other televisions and projectors do. You'll be amazed by the difference that x.v.Colour brings to home entertainment when you have an x.v.Colour source. Sony's latest AVCHD High Definition Handycam® camcorders adhere to the x.v.Colour standard, allowing you to enjoy outstanding lifelike colour when viewing your AVCHD HD Handycam® footage on your BRAVIA TV and projector with x.v.Colour.

Sony's latest AVCHD High Definition Handycam® camcorders are x.v.Colour compatible.

X3000

Original Image

Conventional sRGB standard

An sRGB TV cannot reproduce the whole colour spectrum. Colours not found on the palette are artificially replaced by similar colours that exist.

x.v.Colour

x.v.Colour can reproduce most colours found in nature. The result is a more faithful reproduction of colours.

High-performance LCD panel for incredible contrast, smoother motion and layout flexibility

The majority of BRAVIA flat panel televisions feature our state-of-the-art high-performance LCD panel, which combines two features to make it a world leader in LCD panel technology.

Advanced Contrast Enhancer

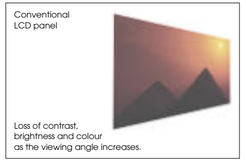
Sony's unique Advanced Contrast Enhancer (ACE) technology helps boost contrast ratio for incredible depth, richness and picture detail, with blacks that are truly black. Available on most BRAVIA models, ACE monitors the brightness of the picture and automatically adjusts contrast via the BRAVIA backlight to ensure the best possible level of detail – at all times, across the whole screen, no matter how dark or bright the picture. In darker areas of the picture, lighter details become much more luminous.

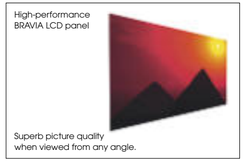
Without Advanced Contrast Enhancer technology, bright objects can be lost in the darkest areas of the image.

With BRAVIA Advanced Contrast Enhancer, bright and dark areas are displayed with all their natural detail.

Ultra-wide viewing angle

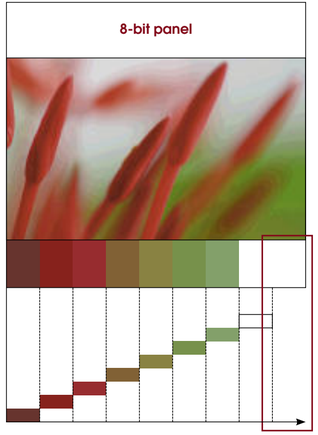
178° viewing angle means you can watch from almost any angle on most BRAVIA models and there will be no reduction in the colour contrast and brightness of the image. This is particularly important when viewing larger television screens.



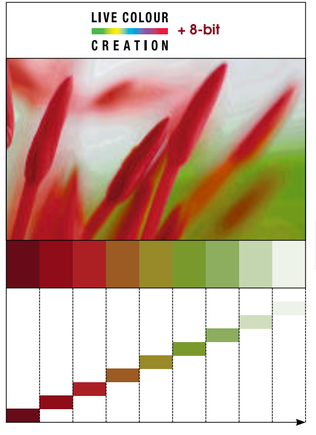


10-bit panel for supremely smooth colour gradation

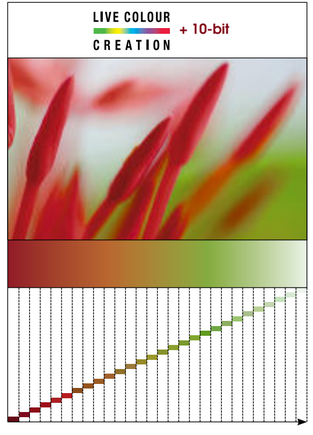
Some BRAVIA televisions feature state-of-the-art 10-bit LCD panel technology that surpasses the achievements of conventional 8-bit panels to set a new standard for smooth and natural colour gradation. Sony's LCD panels already deliver dynamic contrast and a 178° viewing angle. When combined with our unique LIVE COLOUR CREATION technology, our new 10-bit panel now reproduces remarkable gradation across a 30% wider colour spectrum. This gives your picture a beautifully natural quality, with incredibly smooth transitions between dark and light shades of colour.



With an 8-bit LCD panel, the jump from one colour tone to the next is more pronounced, leading to visibly uneven transitions (gradation) between dark and light areas on your television screen. What's more, without LIVE COLOUR CREATION, the conventional 8-bit panel cannot reproduce all the colours of the spectrum.



LIVE COLOUR CREATION allows an 8-bit panel to reproduce the whole colour spectrum and displays colours more vividly. But even with this enhanced colour range, gradation on the 8-bit panel remains well short of 10-bit smoothness.



The BRAVIA 10-bit panel delivers the ultimate colour solution: LIVE COLOUR CREATION combined with 10-bit LCD panel gradation. The 10-bit panel ensures smoother, natural gradation from dark to light, across a broader colour spectrum.

Motionflow +100Hz technology with Image Blur Reduction for smooth, sharp fast-moving images

To enhance the excitement of watching sports, some BRAVIA televisions and projectors[1] feature Sony's amazing Motionflow +100Hz technology with Image Blur Reduction. Motionflow +100Hz actually creates artificial pictures which it inserts into fast-moving sequences to effectively double the number of pictures, or frames, that make up the sequence. This allows your BRAVIA to display even the fastest sports scene with total precision and smoothness. Some alternative technologies also insert frames, but the results are inferior to Motionflow +100Hz. Motionflow +100Hz accurately creates a new frame by comparing key factors taken from the images immediately preceding and following the new frame in the original sequence, for example the flight of the ball. Compared to alternative technologies, the frames generated by Motionflow +100Hz are more realistic because, thanks to a unique algorithm, our technology can take more factors into account. And with the Image Blur Reduction feature, moving objects in the inserted frames are sharper than ever. **Sport is simply smoother with BRAVIA Motionflow technologies. It's like watching the game from the best seat in the stadium.**

Conventional picture

50 frames per second

Some LCD televisions and projectors reproduce movement by showing just 50 individual frames per second. At that rate, very fast sequences can appear slightly staggered.

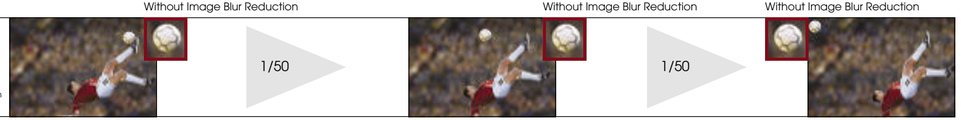
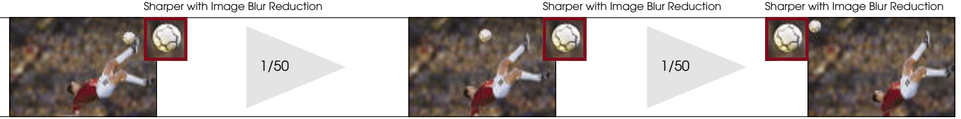


Image Blur Reduction

50 frames per second

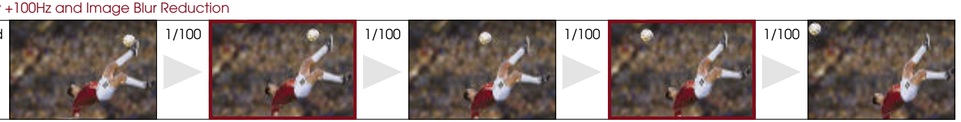
Just before Motionflow +100Hz creates the artificial frames, Image Blur Reduction sharpens the focus of objects in motion – such as the ball in a football match.



BRAVIA with Motionflow +100Hz and Image Blur Reduction

100 frames per second

BRAVIA Motionflow +100Hz technology inserts extra frames with unique accuracy – to smoothly capture all the detail and drama of fast-moving broadcasts.



[1] The VPL-VW200 SXRD™ projector uses an advanced version of Motionflow +100Hz called Motionflow Dark Frame Insertion.

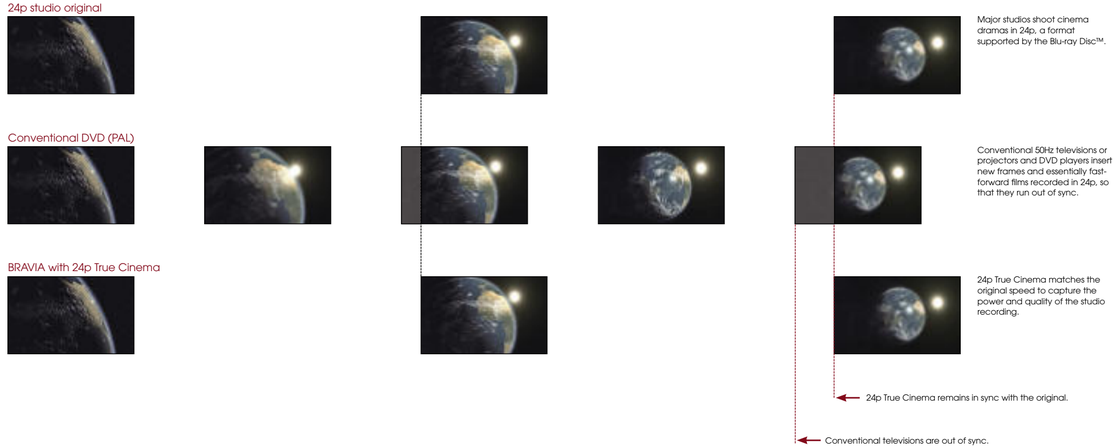
Sony brings you the most beautiful game. Ever

X3000

With Sony and BRAVIA proudly sponsoring the UEFA Champions League, there's no better way to watch the world's premier club football tournament than in stunning High Definition. With a BRAVIA television or projector, you can witness all the best games in life-size detail. Or immerse yourself with a complete BRAVIA Theatre system – for all the colour, all the sound, all the thrills of the real stadium experience live in your living room.

24p True Cinema for magnificent home cinema as the director intended

BRAVIA technology doesn't just make sports scenes smoother (see p.30). Thanks to 24p True Cinema, nearly all new BRAVIA models take feature-film quality to a new level too. Modern film-makers shoot their films using 24 frames per second (24Hz, or 24p) and record them on High Definition Blu-ray Disc™ using this format. But conventional televisions and projectors (and most DVDs) operate at 50Hz. So to display the film, they have to double the original number of frames by duplicating existing ones (see below) and speeding the film up. Unlike with fast-moving sports sequences, when you watch a slower, more dramatic feature film, instead of making the picture smoother, the new duplicate frames noticeably distort picture quality. They even raise the pitch of the actors' voices. A BRAVIA TV with 24p True Cinema recognises 24p films and automatically turns off Motionflow +100Hz to give you authentic playback. **The BRAVIA doesn't have to insert duplicate frames, so you see and hear the film exactly the way the director intended.**


24p studio original
Conventional DVD (PAL)
BRAVIA with 24p True Cinema
Major studios shoot cinema dramas in 24p, a format supported by the Blu-ray Disc™.
Conventional 50Hz televisions or projectors and DVD players insert new frames and essentially fast-forward films recorded in 24p, so that they run out of sync.
24p True Cinema matches the original speed to capture the power and quality of the studio recording.
24p True Cinema remains in sync with the original.
Conventional televisions are out of sync.

Three special modes for films and games

To bring you an experience that truly makes the most of your favourite type of entertainment, most BRAVIA models feature one or more dedicated modes with optimised settings for different sources. Cinema Mode and Theatre Mode were developed in collaboration with Sony Pictures Entertainment so you can watch movies as intended by their creators. Movies have simply never looked this good. Now you can enjoy perfect picture and sound clarity – when you watch in High Definition on Blu-ray Disc™ using a Blu-ray Disc™ player or the cutting-edge PLAYSTATION®3. Our extensive experience with this celebrated console also helped us design Game Mode. Game Mode is exclusive to BRAVIA and provides the most thrilling gaming imaginable on any television.

Cinema Mode for studio-standard films

When you turn on Cinema Mode, your BRAVIA television[1)] will reproduce every nuance of the very best films just as they were recorded by the director. A conventional LCD television often distorts the director's cut. Where the director uses dark scenes for dramatic effect, the TV adds colour. And where the director uses film grain for added texture, the TV tries to cut out picture noise. With Cinema Mode on, your BRAVIA will prevent dark scenes from becoming too bright, and it will maintain the appearance of film grain where the director intended.

Theatre Mode for authentic film-quality smoothness

Theatre Mode goes one step further than Cinema Mode. When you push the Theatre button on your BRAVIA television remote, it turns on Cinema Mode and also activates BRAVIA Sync or BRAVIA Theatre Sync (see p.38 for more details on these technologies). On BRAVIA televisions with Motionflow +100Hz, this sports-related feature is also switched off so as not to interfere with the smooth, film-like motion Theatre Mode provides. With Theatre Mode, you can make sure your BRAVIA television stays faithful to the original studio settings. You'll appreciate all the colour, texture and sound that make the original world-class.

Game Mode for high-octane video games

Game Mode gives you greater performance from fast-paced video games by bypassing certain BRAVIA picture enhancement features that improve films and TV programmes but are unnecessary when gaming. With Game Mode, you experience markedly faster response times when playing high-FPS games.

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Men in Black is available to buy on High Definition Blu-ray Disc™ from date X.

W4000

[1)] Cinema Mode is also available on all BRAVIA projectors as one of six settings accessible on the remote, but it works differently from BRAVIA televisions. To find out which models have which technologies, see the Product Overview from page 48.

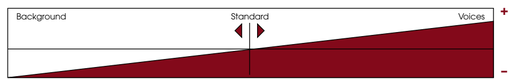
BRAVIA premium audio technologies – for dynamic surround sound that's true-to-life

One of the great pleasures of a large, flat screen television is the dramatic combination of visual and audio effects that envelop you when you watch a multichannel film or sports. And one of the great pleasures of a BRAVIA is that you don't have to connect the television to a home cinema set-up to enjoy the heightened realism of this exciting sound experience.

Many BRAVIA models come with integrated virtual surround sound or sound-enhancing technologies, so your television's stereo speakers can mimic the immersive surround sound of a full home cinema set-up. Some BRAVIA models feature Voice Zoom so you can even control the volume of dialogue and sports commentary in relation to other sounds.

Voice Zoom picks out the sounds you want to hear

Have you ever wanted to hear a film's dialogue more clearly? Fortunately, the human voice usually falls at the "centre" of an audio signal. By adjusting this part of the signal, the Voice Zoom feature on some BRAVIA TVs can detect and isolate very specific frequencies in order to magnify or mute the sound of voices without changing the volume of other sounds.



During films with quiet dialogue
Instead of you straining to hear what's whispered during those important scenes, Voice Zoom will make sure you don't miss a word.

When enjoying camcorder footage
Ambient noise often finds its way into your footage. Voice Zoom can boost the voices of family and friends without losing the atmospheric background sounds.

While watching the game
Turn up the commentator's voice to better follow the action, or turn it down to feel as though you're right in the stadium.

Unlike inferior audio enhancement technologies, Voice Zoom doesn't just amplify certain audio frequencies. It actually analyses the direction in which the sound moves and extracts only the voices, so you don't lose crucial audio detail. Voice Zoom even works with multichannel audio signals.

VIRTUAL DOLBY SURROUND

Virtual Dolby® Surround

Virtual Dolby® Surround is a sophisticated audio virtualisation technology that gives you natural, true-to-life 5.1 channel surround sound from just the two stereo speakers built into your BRAVIA. To deliver a thrilling, rich surround sound experience from TV programmes, films, DVDs and music CDs without a multi-speaker set-up, Virtual Dolby® Surround conveys the complex sonic cues required to trick the human mind and create a convincing illusion of a precisely placed 5.1 surround speaker system.

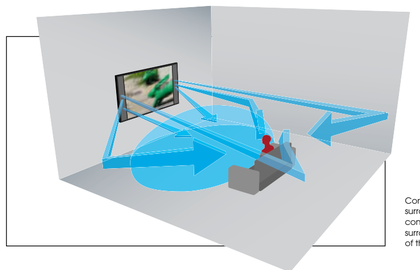
BBE ViVA HD3D Sound

BBE ViVA

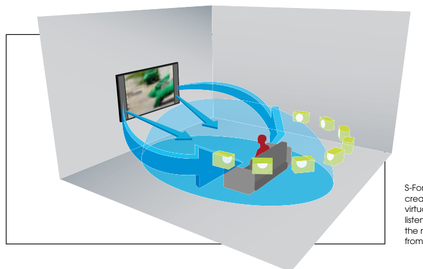
BBE ViVA is dedicated solely to enhancing sound quality. It does this by combating the traditional weaknesses of 3D sound: a lack of high fidelity, unclear dialogue and a distant centre channel (hollow 'cave' effect). The result is more natural, three-dimensional sound that is more dynamic. To find out which BRAVIA has which sound technology, check the Product Overview at the back.

S-Force Front Surround – for a unique surround experience without additional speakers

Select BRAVIA televisions feature a high-end virtual surround sound technology that goes a step further than Virtual Dolby® Surround. S-Force Front Surround has broken new ground in the field of sound virtualisation to deliver a genuine surround sound effect using just the two internal speakers in your television. S-Force Front Surround is available exclusively in BRAVIA televisions and other high-end audio and home video products available from Sony.



Conventional virtual surround sound systems concentrate the virtual surround field in front of the listener.



S-Force Front Surround creates a bank of powerful virtual speakers behind the listener, so the sound from the rear is as intense as it is from the front.

S-FORCE FRONT SURROUND

Virtual surround sound that really surrounds

S-Force Front Surround technology places surround sound around the room to create the impression of virtual speakers all around you, using just two internal speakers in your BRAVIA television. Unlike conventional virtual surround systems, S-Force Front Surround uses precise variations in timing and volume projection to convince your ears that powerful sound is also coming from behind you, even though the speakers are at the front. The integrated speakers in these BRAVIA models deliver all the intensity and atmosphere of a home cinema experience with genuine surround sound – but without the clutter of additional speakers and wires.

XrossMediaBar™ turns your BRAVIA into a media centre

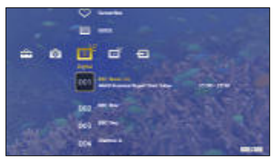
The new XrossMediaBar™ (XMB™) found on some of the latest BRAVIA models is based on the award-winning graphical user interface found on the PLAYSTATION®3 and PSP® (PlayStation®Portable). XMB™ lets you easily browse and select peripheral devices such as a Blu-ray Disc™ player or Hard Disk Drive DVD Recorder.

XMB™ takes the guesswork out of connectivity

The acclaimed XMB™ is an attractive and intuitive graphical user interface (GUI) that makes it easy to see what devices are connected to your BRAVIA – and gives you quick access to them. Alongside a Settings option, the horizontal bar displays your connections in easy-to-understand groups such as Photos, Digital TV, Analogue TV and Input Devices. Just use your remote to scroll forward or back. When you've selected one icon, a vertical bar will automatically appear showing available choices such as TV channels, a Blu-ray Disc™ player or a Hard Disk Drive DVD Recorder. From there you can click to select a channel or play a disc. It's never been simpler to navigate all your media choices.

XMB™ makes it simple to switch on Picture Frame Mode or USB Photo Viewer (Hi-Speed USB) when you want to display or browse your digital still photos on your BRAVIA screen.

V4000



Channel surf

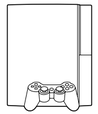
When you select your Digital or Analogue TV connection using XMB™, you can scroll through clearly labelled channels.

External inputs made easy

Quickly switch to your Blu-ray Disc™ player, PLAYSTATION®3 console, or any other connected device using XMB™.

Three HDMI™ connections for the High Definition world

HDMI™ connectivity will transform your BRAVIA, placing your television or projector at the heart of the new, superior High Definition home entertainment experience. HDMI™ enables you to connect any High Definition device to your BRAVIA with just one high-capacity cable, and with no loss of HD audio or video quality.



PLAYSTATION®3

HD VAIO

HD Handycam®

Practical side connections for portable HD devices

The HDMI™ connection on the side of some BRAVIA models lets you quickly connect and disconnect portable HD devices, without moving the television to access the connections on the back.

BRAVIA VW Series home theatre projectors feature 2x HDMI™ side connections.

[1] The S 20" and B 20"-23" BRAVIA televisions have 1x HDMI™.

Blu-ray Disc™ player

HiFi

PLAYSTATION®3

HD broadcast receiver

Two rear HDMI™ connections[1] for permanently connected devices

The back of your BRAVIA television provides enough connections for connecting next-generation High Definition equipment like a Blu-ray Disc™ player by Sony and your HiFi system.

HIGH DEFINITION MULTIMEDIA INTERFACE

HDMI™ with CEC (Consumer Electronics Control)

HDMI™ with CEC is a forward leap in HDMI™ technology that makes it even easier to enjoy High Definition pictures and sound on your BRAVIA. New HDMI™ with CEC improves upon traditional HDMI™ by making your BRAVIA compatible with BRAVIA Sync or BRAVIA Theatre Sync technologies. These enable your BRAVIA to synchronise automatically with compatible HD devices – so you can control your whole home cinema set-up with just one button on your BRAVIA television remote. More about BRAVIA Sync and BRAVIA Theatre Sync is on page 38.

BRAVIA Sync and BRAVIA Theatre Sync – for ultimate audiovisual connectivity

BRAVIA Sync and BRAVIA Theatre Sync technologies make BRAVIA televisions[1] and select BRAVIA projectors[2] easier to use than ever before. Combined with the power of HDMI™ with CEC, these features put your BRAVIA at the centre of the amazing High Definition home entertainment experience. Play a disc or turn your entire system on and off with just one push on your remote via BRAVIA Theatre Sync, or use the advanced features of BRAVIA Sync to easily control a device such as a Handycam® camcorder.

BRAVIA Theatre Sync

One push for 'Play'

With BRAVIA Theatre Sync, one press of the PLAY button on your DVD or Blu-ray Disc™ player remote automatically activates every device connected to the player via HDMI™ with CEC. Just one push bypasses the six-step process required with a conventional remote control:

- Turn on the home cinema system
- Turn on the television
- Change the television inputs
- Change the home cinema system input
- Turn off the TV speakers[3]
- Play the disc

One push for 'Settings'

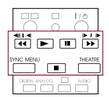
BRAVIA Theatre Sync[2] allows you to use the orange Theatre button on your BRAVIA remote to simultaneously adjust the settings for all devices connected via HDMI™ with CEC. Each device instantly switches to optimal settings for home cinema performance. On a conventional system, the settings have to be adjusted manually:

- Turns on the home cinema system
- Changes the home cinema system input
- Changes to optimum picture settings for film
- Turns off the TV speakers[3]

One push for 'Shutdown'

To shutdown your BRAVIA home cinema system through the convenience of BRAVIA Theatre Sync, simply press the green on/off button once on your BRAVIA remote. Every device in the system simultaneously switches to standby.

BRAVIA Sync



BRAVIA Sync is BRAVIA Theatre Sync plus more

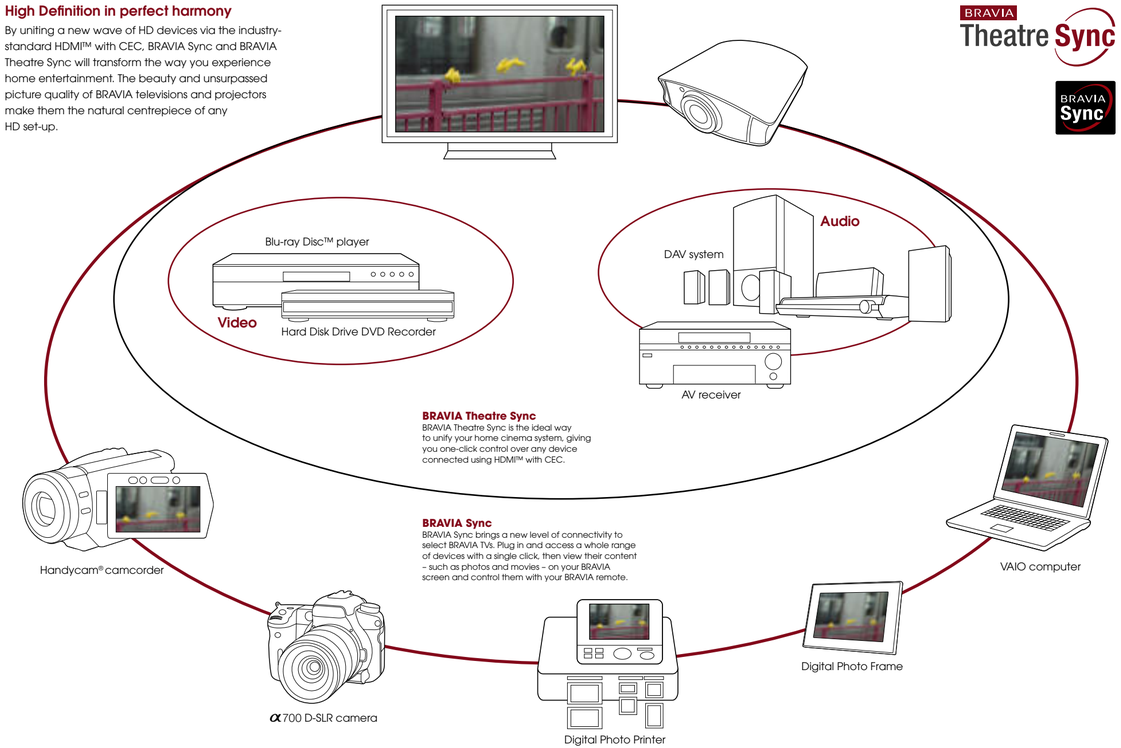
New BRAVIA Sync incorporates all the benefits of BRAVIA Theatre Sync and adds several features that redefine connectivity. When you plug in a handheld device such as a new Handycam® camcorder to your BRAVIA via HDMI™ with CEC, you'll be able to view and navigate the menu you normally see on the viewfinder on the screen of your BRAVIA as well. All it takes is one press of the new Sync Menu button. From there you can play back videos and browse digital still photos directly from the device using only your BRAVIA remote – all from the comfort of your sofa and on a big screen.

View and control portable devices on-screen using their own menus with BRAVIA Sync.

[1] To discover which BRAVIA models feature BRAVIA Sync or BRAVIA Theatre Sync, please see the Product Overview from page 48.
[2] BRAVIA VW200 and VW60 projectors have a simplified BRAVIA Theatre Sync feature offering 'Play' and 'Shutdown' functions via the onscreen menu.
[3] Only if player, television and home cinema system are connected.

High Definition in perfect harmony

By uniting a new wave of HD devices via the industry-standard HDMI™ with CEC, BRAVIA Sync and BRAVIA Theatre Sync will transform the way you experience home entertainment. The beauty and unsurpassed picture quality of BRAVIA televisions and projectors make them the natural centrepiece of any HD set-up.


Blu-ray Disc™ player
Video
Hard Disk Drive DVD Recorder
DAV system
Audio
AV receiver
BRAVIA Theatre Sync
BRAVIA Theatre Sync is the ideal way to unify your home cinema system, giving you one-click control over any device connected using HDMI™ with CEC.
BRAVIA Sync
BRAVIA Sync brings a new level of connectivity to select BRAVIA TVs. Plug in and access a whole range of devices with a single click, then view their content – such as photos and movies – on your BRAVIA screen and control them with your BRAVIA remote.
Handycam® camcorder
VAIO computer
α700 D-SLR camera
Digital Photo Frame
Digital Photo Printer

Our '3P' commitment to the environment makes a BRAVIA special – inside and out

Sony's groundbreaking and imaginative 'eco thinking' touches every part of our business. From the design and materials used to create our products through to the manufacturing and recycling processes employed to develop them, Sony is continually striving to reduce the environmental impact of consumer electronics on our planet.

This environmentally responsible approach can broadly be divided into three areas: Product, Process and Planet.

You can find more facts, figures and forward-thinking initiatives on our website www.sony.eu/eco

Sony wins the 2007 Sustainable Energy Europe Award from the European Commission

Sony is a WWF Climate Saver partner since July 2006

WWF Climate Savers Programme

Sony underlined our commitment to helping prevent global warming by joining the WWF Climate Savers Programme. As part of the programme Sony is working hard to cut its absolute CO_2 and other greenhouse gas emissions by seven per cent[1] by the year 2010.

[1] Compared to 2000 levels.

PRODUCT

We make brand new products, but we don't always use brand new materials.

At Sony, we don't think 'old' or 'used' are negative words, but that's because we try to think differently about stuff: We like to renew 'used' and we give new purpose to nearly all of our waste. On average, 10% of all Sony's products started life as something else. We pride ourselves on re-working and re-fashioning the materials we use to make exciting new products for you to use. Recycled plastics, disposed CDs, even renewable resources like vegetables get used at Sony.

PROCESS

At Sony, we're never tired. That's because we save lots of our energy ... and then use it for the greater 'eco' good.

We're spending lots of our time using our collective Sony thinking to come up with even more ways in which we can improve our eco approaches. To that end, we've just established our very own Resource Conservation Office within the Sony Group material procurement organisation. Everyone who works there is totally dedicated to developing Sony's resource conservation operations for the future.

But it's not only Sony's own systems that are checked and regulated. Sony also subject all our recycled/reused materials from outside the Sony Group to the "Green Partner Environmental Quality Approval Programme", ensuring that our external sources are similarly regulated.

PLANET

We don't waste time, energy or ... well, waste ... in our ecological endeavours.

At Sony there are practically no waste bins. That's because almost all of the stuff we could throw away is actually saved. We're using fewer raw materials and ever more recycled ones as part of our aim to continually improve our ecological footprint. To that end, a minimum 87% of our global factory waste is recycled or reused, and in 2006 we used over 1,47M cubic metres less water than in previous years – the equivalent of 500 Olympic sized swimming pools.

The BRAVIA W4000: Just one example of environmental awareness

All BRAVIA TVs and projectors are designed with the environment in mind, and the W4000 is no different. Below are a few key features of the W4000 which highlight our '3P' approach – and you'll find similar features throughout the BRAVIA range ...

- The W4000 automatically switches to Standby when there is no input signal or after a period of inactivity
- W4000 power consumption in Home Mode is just 120W (32"), 176W (40"), 225W (46") and 223W (52")
- Power consumption in Standby is only 0.19W on all W4000 sizes
- A light sensor monitors the brightness of the room and automatically adjusts screen brightness as need be
- Printed circuitboards and all cover and housing parts >25g are halogen-free
- Chemical specifications of flame retardants used in plastic parts are marked according to the International ISO standard 1043-4

- To meet recycling requirements, all parts used in the production of the W4000 series are easily separable
- All plastic parts >100g are made of one material or of easily separable materials
- The material codes of all the plastic parts >25g adhere to the international ISO standard 11469
- We use 35% recycled paper and VOC-free ink for the halogen-free packaging
- We use recycled plastics throughout the W4000
- The instruction manual is printed on non-chlorine bleached paper with VOC-free ink

Sony is determined to lead the way as a responsible manufacturer.
As we produce, package and transport the BRAVIA W4000, we focus on three things:
1. Reducing CO_2 gas emissions
2. Increasing the percentage of renewable energy used in manufacturing facilities
3. Minimising the resources used by our factories in manufacturing

Two power modes to choose from

When it comes to conserving energy, BRAVIA gives you a choice. With most models, when you first turn on your new television you can choose one of two modes, with different power requirements: Home Mode or Vivid Mode. By choosing Home, you will reduce operating power consumption by 20% compared to Vivid. We also offer a Power Saving feature with four different settings – Low, High, Picture Off and Off. Whichever setting you choose, you are still guaranteed excellent picture quality.

1080p High Definition projectors – for home theatre as no home has ever seen it before

Perfect for your private home theatre room, the premium VPL-VW200, the award-winning VPL-VW60 and the economical VW40 BRAVIA HD 1080p home theatre projectors produce images that are as striking as their timeless design.

They feature renowned BRAVIA picture quality, unique new 1920 x 1080 SXRD™ panels and intelligent 24p True Cinema – for genuine cinema-quality films on a screen of up to 300 inches (7,6 metres).

Shown here: The exquisite VPL-VW200, the "big brother" of the award-winning VPL-VW60.

BRAVIA ENGINE PRO

Like the high-end X Series television, the VW200 features superior BRAVIA ENGINE PRO. This exclusive picture processing technology uses four advanced image processing stages in combination with enhanced Digital Reality Creation, which can even improve High Definition signals. The result is the best picture quality ever in a BRAVIA home theatre projector. Turn to page 24 for more on BRAVIA ENGINE PRO.

New SXRD™ panels

BRAVIA home theatre projectors feature three new dedicated 1920 x 1080 SXRD™ panels that marry perfectly with a high-quality lens to deliver superior 1080p High Definition – giving you clearer details and breathtakingly vivid colours. The new SXRD™ panels on the VW200 also feature groundbreaking high frame rate technology – for an even better, smoother image. For more on SXRD™, please turn the page.

24p True Cinema

To give cinema enthusiasts movies exactly as they were recorded, we've equipped all our BRAVIA home projectors with 24p True Cinema. Whereas conventional projectors and televisions speed films up and raise the pitch of actors' voices, 24p True Cinema automatically recognises films recorded in the 24p format favoured by top filmmakers and selects the original 24p speed for playback. That means when you connect your BRAVIA home projector to a Blu-ray Disc™ player or PLAYSTATION®3 – and put in a 24p disc – you'll enjoy your films at the lower, original speed of 24 images per second, just as the director intended. There will be none of the distortion that occurs with conventional projectors. Find out more about 24p True Cinema on page 32.

Full HD 1080

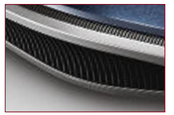
ZEISS

Unique new SXRD™ panels with high frame rate

High resolution Carl Zeiss zoom lens

Exquisite Midnight Blue design

The illuminated Sony logo can be switched on and off



Unique fan construction for silent operation

Sophisticated illuminated remote control

Engineered for the movie theatre but designed for the home

The superior VPL-VW200, the acclaimed VPL-VW60, and the VPL-VW40 not only enhance your favourite cinema-quality films, they also offer elegant design that's clearly intended for the cinema enthusiast's home. The soft, curving lines and non-reflective body allow them to blend in perfectly with your dedicated home theatre room. And their 22dB fans are amazingly quiet, ensuring nothing gets between you, your guests and a thrilling viewing experience.

SXRD
Silicon X-tal Reflective Display

The VPL-VW40

HD 1080p SXRD™ technology – for truly cinematic films

ZEISS

VPL-VW200

VPL-VW60

VPL-VW40

SXRD™ smoothness thanks to three 1920 x 1080 panels

'Screen-door' distortion on lesser projectors

Few projectors can claim to display films and games in the immaculate quality of a professional film studio, but three BRAVIA home theatre projectors aspire to do just that. Thanks to new SXRD™ panels by Sony – a breakthrough in image generation – our award-winning VW range can fill a 300-inch (7,6m) screen with the best High Definition pictures ever seen in the home, in the superior HD 1080p format. In combination with a Blu-ray Disc™ player or PLAYSTATION®3, these exquisite devices will immerse you in a cinematic experience that other home cinema projectors simply can't match.

The difference is SXRD™

Thanks to Silicon X-tal Reflective Display (SXRD™) panels, the VW Series projectors can reproduce the superb quality of genuine 35mm cinema film.

1080p High Definition

The unique combination of three separate panels of 1920 x 1080 resolution (one each for red, green and blue) mean that new SXRD™ can deliver over 6,2 million pixels. Your reward is 1080p High Definition output for breathtaking depth and clarity on a supersize screen.

Smoother cinema-quality films

By reducing the space between pixels, SXRD™ panels virtually eliminate the 'screen door' effect, the pixel grid which can spoil big-screen pictures on lesser projectors. This gives the projected image seamless film-quality smoothness, even when the incoming High Definition video signal is less than HD 1080p. The VW200 also has three new SXRD™ panels with high frame rate capability, which enhances the HD video signal even further to deliver the ultimate smoothness every cinema connoisseur craves.

Stunning contrast

Sony has re-engineered the optical components found in the VW40, VW60 and VW200. Working together with new SXRD™ panels, these improvements help prevent light leakage and reflect light more uniformly. This produces an image with an incredible contrast of 35.000:1. The newest VW Series projector, the economical VW40, offers a contrast of up to 15.000:1.

Fast action movies, sports and gaming

Sony's SXRD™ panels feature a 2,5 millisecond response time, which makes the images on the VW Series projectors at least as crisp and smooth as they are in the cinema, even with fast-action sports and video games.

VW Series BRAVIA projectors use three SXRD™ panels – one each for red, green and blue – to ensure breathtaking High Definition (1080p) picture quality and crisp, fast-moving images.

Full HD 1080

6.2 Mega Pixel 2 2 2 1920 x 1080

HD ready 1080p

SXRD Silicon X-tal Reflective Display

With a Pure Xenon Lamp, reds and whites come alive

Without it, reds and whites are not quite as bright

The Pure Xenon lamp reproduces a light spectrum similar to that of sunlight, bringing the vivid, natural colours of the authentic cinema experience to your home.

Pure Xenon lamp for natural colour

Xenon lamps are widely used in professional film previews,where demanding film-goers insist on the best possible picture quality. The VPL-VW200 uses a 400W Pure Xenon lamp to bring this authentic cinema experience to your home. Whereas conventional projectors struggle to reproduce clear whites and reds, a Pure Xenon lamp produces the closest light quality to that of sunlight – generating richer, more lifelike and more natural colours.

High resolution zoom lenses

VW Series projectors feature high resolution lenses that optimise the performance of SXRD™ panels by Sony. The professional-grade Carl Zeiss Vario-Tessar lens is composed of many separate glass elements, bringing world class precision to the BRAVIA VW200 home theatre projector. Each Vario-Tessar lens is individually tested and evaluated to the most stringent standards of resolution, uniformity and focus. With an equally impressive zoom range of 1,8x, the ARC-F (All Range Crisp Focus) lens on the VW60 and VW40 is capable of reproducing 1920 x 1080 HD resolution, thus offering an improvement in focus over standard projectors of 8% at screen centre and 20% at the corners. By further minimising the space between pixels, the ARC-F lens ensures picture uniformity across the entire screen. This means great performance, even when using the Lens Shift function.

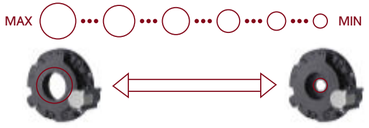
High-end connectivity

In addition to the normal analogue inputs (Component Video, Composite Video and S-Video), VW Series projectors also come with a host of advanced digital interfaces. Two 24p HDMI™ connections let you hook up your projector to the best possible HD 1080p sources. With the 9-pin remote port, you can connect to a 'room control' system and monitor lamp status, and the 12-volt trigger output enables you to activate a powered screen by powering up the projector. The 15-pin D-sub port lets you run films directly from a PC, while the easy-to-use Ethernet RJ45[1)] networking port allows you to set up the projector quickly and make multiple menu adjustments from a remote computer.

[1)] RJ45 connection is only available on the VW200.

Thanks to Advanced Iris 2, bright scenes are crisp and clear

Black levels in dark scenes are deep and detailed



The iris opens and closes automatically based on the brightness of each individual scene. An open aperture allows for natural contrast during bright scenes. A smaller aperture emphasises contrast for more dynamic darker scenes.

Advanced Iris 2 for unbeatable contrast

To achieve deeper, velvety blacks in darker scenes and purer whites in brighter scenes, the VW Series projectors feature Advanced Iris 2 technology. In combination with new HD 1080p SXRD™ panels and improved optics, Advanced Iris 2 provides an extaordinarily high contrast ratio of up to 35.000:1. On the more economical VW40, the contrast of Advanced Iris 2 still achieves an impressive 15.000:1.
There are four different modes to choose from. In Auto modes, Advanced Iris 2 mimics the human eye by automatically switching to the optimum iris setting for the projected image. Auto 1 enhances the contrast in bright images, and is ideal for sports or computer games, while Auto 2 intensifies contrast and detail in dark, atmospheric movies. For the most discerning of eyes, Manual mode offers the freedom to set the contrast to suit your every taste. Advanced Iris 2 can also be switched off completely for standard contrast.

Throwing Distances for the VW Range

Desired screen size (diagonal)	Distance from projector
80-inch / 2,0m screen	2,5–4,3m
100-inch / 2,5m screen	3,1–5,3m
150-inch / 3,8m screen	4,7–8,0m
200-inch / 5,1m screen	6,3–10,7m
300-inch / 7,6m screen	9,4–16,0m

Thanks to the zoom lens, you can set up an HD 1080p projector in a wide variety of different-sized rooms. Use the table to the left to work out how big the room should be for your prefered size of screen.

VISION

24p True Cinema: Plays movies at the speed of the original studio master for a more authentic cinema experience at home. Find out more on p.32.

Blu-ray Disc™: A Blu-ray Disc™ is a next-generation optical disc format meant for storage of High Definition video and high-density data. A Single Layer Blu-ray Disc™ has 25GB, Dual Layer has 50GB. Blu-ray will output 1080p and 24p.

BRAVIA ENGINE: A unique picture enhancement technology that improves images so they appear more true-to-life in every way. See page 22.

BRAVIA ENGINE 2: The second generation of our BRAVIA ENGINE technology, featuring four additional image processing stages. For more details, see page 23.

BRAVIA ENGINE PRO: The most advanced form of our exclusive picture enhancement technology. For more details see p.24.

CCFL: Short for Cold Cathode Fluorescent Lighting. CCFL is the standard lamp used in an LCD backlight. See pages 26 and 29 for details.

Cinema Mode: Cinema Mode was developed in consultation with Sony Pictures Entertainment to faithfully reproduce movies as intended by their creators. Details on p.33.

Dynamic Contrast Ratio: A measure of the darkest and brightest colours a TV can produce, which also takes changes in backlight brightness into account.

Game Mode: Automatically adjusts your BRAVIA to the optimal settings for video games. Details on p.33.

HD 1080: This logo can be found on products by Sony that can display or reproduce 1080 horizontal lines. Make all your devices HD 1080 and you'll be immersed in a sensational entertainment experience. More on p.12.

HDTV 1080p: BRAVIA models with this logo can receive the highest quality HD broadcasts currently available (HD 1080) without a set-top box. They also have a screen resolution of 1080 lines and can accept a 1080p / 24p input signal. More on p.16.

HDTV: Short for 'High Definition television', a digital television broadcasting system with greater resolution than traditional television systems. BRAVIA models with this logo can receive HD broadcasts without a set-top box. See p.16 for more.

HD ready 1080p: Indicates that the device meets the HD ready standard (see p.12), has a screen resolution of 1080 lines and can accept a 1080p / 24p input signal.

HD ready: Standard created by EICTA for the display of HD signals. For more details see p.11

High Definition (HD): A visual revolution that gives you picture quality with up to five times more detail than old Standard Definition. See pages 11-13.

LIVE COLOUR CREATION: Our exclusive technology for wider colour reproduction. See page 26 for more on this unique feature.

Motionflow +100Hz: For fast-moving images that are smoother and sharper than ever before.
Find out more on p.30.

Motionflow Dark Frame Insertion: Based on Motionflow +100Hz technology, an image-enhancing feature that creates film-like appearance and improved contrast in fast-moving sequences.

Onscreen Contrast: A measurement of contrast produced by comparing the brightness of black and whites. See Dynamic Contrast.

PhotoTV HD: A feature that makes high-resolution digital still photos more lifelike when they are displayed on BRAVIA televisions. See page 14 for more.

Resolution: The number of pixels contained on a screen, expressed in terms of the number of pixels on the horizontal axis and the number on the vertical axis.

RGB: Video signal in which the chrominance is totally decoded in three primary colours – Red (R), Green (G) and Blue (B).

SXRD™: Short for Silicon X-tal Reflective Display. These exclusive panels enable BRAVIA projectors to reproduce images in outstanding quality. More on pages 44 and 45.

Theatre Mode: Automatically switches your BRAVIA and AV system to the optimal settings for movies. Details on p.33.

TRILUMINOS: A breakthrough LED (Light Emitting Diode) backlight capable of producing purer white light that results in richer colours closer to the full range of those perceived by the human eye. Details on p.25.

x.v.Colour: Our name for our unprecedented colour reproduction based on the new xvYCC international video standard. See page 27 for details.

SOUND

BBE ViVA Digital: High Definition 3D sound technology. See page 34 for more.

Optical Audio Output: High-quality digital audio for better sound reproduction when connecting to your home cinema system. Other sound technologies on pages 34 and 35.

S-Force Front Surround: Delivers thrilling surround sound using just the two front speakers on your BRAVIA.
See p.35 for more.

Virtual Dolby® Surround: Basic surround sound from just two speakers. Compare with other sound technologies on page 34.

Voice Zoom: Gives you control over the volume of human voices in films, sports and TV programmes without altering the volume of background sounds. See page 34 for more.

CONNECTIVITY

BRAVIA Sync: Offers you one-click control over your entire home cinema set-up plus one-click access to the menus on compatible peripheral devices like Handycam® camcorders connected via HDMI™ with CEC. More details on p.38.

BRAVIA Theatre Sync: Uses the power of HDMI™ with CEC to bring you one-click control over your entire home cinema set-up. More details on p.38.

HDMI™: High Definition Multimedia Interface. A next-generation connection designed for the amazing quality of High Definition video and sound.
More on pages 11, 14 and 37-39.

HDMI™ with CEC: Consumer Electronics Control, a new, intelligent type of HDMI™ connection that enables compatible High Definition devices to automatically interact with each other. HDMI™ with CEC is a prerequisite for BRAVIA Sync and BRAVIA Theatre Sync. See pages 37-39.

Picture Frame Mode: Instead of the usual black screen when it's off or in Standby Mode, you can use this function to turn your BRAVIA into a work of art by displaying a digital still image on its high-resolution screen. More on p.15.

USB Photo Viewer (Hi-Speed USB): For easier big-screen viewing of your hi-res photos – directly from digital cameras or memory card readers. See p.14 for more.

XrossMediaBar™ (XMB™): An award-winning graphical user interface (GUI) based on the PLAYSTATION®3 and PSP® (PlayStation®Portable) which offers unparalleled ease of use. Details on p.36.

MISCELLANEOUS

Swivel: The convenient swivel display on many new BRAVIA TVs lets you adjust the screen to a more comfortable viewing angle.

Throwing distance: The maximum distance a projector is capable of projecting the image. Find out more on page 45.

VESA: Video Electronics Standards Association – an industry standards organisation. BRAVIA wall-mounting brackets are VESA compatible.

Series and Sizes		HD 1080p	HD ready	Colours and Frame Colours	LIVE COLOUR CREATION	BRAVIA ENGINE BE	BRAVIA ENGINE BE2	BRAVIA ENGINE BE PRO	TRILUMINOS	24p True Cinema	Cinema Mode	Theatre Mode	Motionflow +100Hz	PhotoTV HD	10-bit Panel	x.v.Colour	Voice Zoom	Virtual Dolby® Surround	BBE ViVA	HDMI™ Connections	Component Connections	SCART Sockets	BRAVIA Theatre Sync	BRAVIA Sync	USB Photo Viewer	Terrestrial HDTV Decoder	Digital Terrestrial TV Tuner	Digital Cable Tuner[1]	Picture Frame Mode	Contrast Ratio	XMB™	Optical Audio Output	Dimensions in cm (W x H x D) without Stand	Weight in kg without Stand	Versatile Swivel Display	Power Consumption in Watts Normal Mode / Standby	Series and Sizes
E40x0	40"	•	•	4000 4020 4030 4050	•	–	•	–	–	•	•	•	–	•	•	•	–	•	•	3	1	2	–	•	•	•	•	•	•	33.000 : 1	•	•	100,6 x 64,5 x 11,4	19	•	176 / 0,19	40"
	32"	•	•	4000 4020 4030 4050	–	–	•	–	–	•	•	•	–	–	–	–	–	•	•	3	1	2	–	•	•	•	•	•	•	33.000 : 1	•	•	81,4 x 54 x 10,4	13	•	120 / 0,19	32"
	26"	–	•	4000 4020 4030 4050	–	–	•	–	–	•	•	•	–	–	–	–	–	•	•	3	1	2	–	•	•	•	•	•	•	33.000 : 1	•	•	68,4 x 46,9 x 10,1	10	–	88 / 0,19	26"
W4000	52"	•	•	4000	•	–	•	–	–	•	•	•	–	•	•	•	–	•	•	3	1	2	–	•	•	•	•	•	•	33.000 : 1	•	•	126,2 x 82,9 x 11,9	32	•	223 / 0,19	52"
	46"	•	•	4000	•	–	•	–	–	•	•	•	–	•	•	•	–	•	•	3	1	2	–	•	•	•	•	•	•	33.000 : 1	•	•	112 x 74,2 x 11,5	25	•	225 / 0,19	46"
	40"	•	•	4000	•	–	•	–	–	•	•	•	–	•	•	•	–	•	•	3	1	2	–	•	•	•	•	•	•	33.000 : 1	•	•	98,6 x 64,6 x 11	18,5	•	176 / 0,19	40"
	32"	•	•	4000	–	–	•	–	–	•	•	•	–	–	–	–	–	•	•	3	1	2	–	•	•	•	•	•	•	33.000 : 1	•	•	79,4 x 54 x 9,9	13	•	120 / 0,19	32"
V4000	52"	•	•	4000	–	–	•	–	–	•	•	•	–	–	–	–	–	•	•	3	1	2	–	•	–	–	•	•	–	33.000 : 1	–	•	126,2 x 82,9 x 11,9	32	•	222 / 0,19	52"
	46"	•	•	4000	–	–	•	–	–	•	•	•	–	–	–	–	–	•	•	3	1	2	–	•	–	–	•	•	–	33.000 : 1	–	•	112 x 74,2 x 11,5	25	•	215 / 0,19	46"
	40"	•	•	4000	–	–	•	–	–	•	•	•	–	–	–	–	–	•	•	3	1	2	–	•	–	–	•	•	–	33.000 : 1	–	•	98,6 x 64,6 x 11	18,5	•	175 / 0,19	40"
	37"	–	•	4000	–	•	–	–	–	–	•	•	–	–	–	–	–	•	•	3	1	2	•	–	–	–	•	•	–	TBD	–	–	92 x 61 x 11	TBD	•	TBD / 0,6	37"
	32"	–	•	4000	–	•	–	–	–	–	•	•	–	–	–	–	–	•	•	3	1	2	•	–	–	–	•	•	–	TBD	–	–	79,4 x 54 x 9,9	TBD	•	TBD / 0,6	32"
	26"	–	•	4000	–	•	–	–	–	–	•	•	–	–	–	–	–	•	•	3	1	2	•	–	–	–	•	•	–	TBD	–	–	65,9 x 46,6 x 9,5	TBD	•	TBD / 0,6	26"
V4500	37"	–	•	4500	–	–	•	–	–	•	•	•	–	–	–	–	–	•	•	3	1	2	–	•	•	•	•	•	•	22.000 : 1	•	•	92 x 61 x 11	17,5	•	138 / 0,19	37"
	32"	–	•	4500	–	–	•	–	–	•	•	•	–	–	–	–	–	•	•	3	1	2	–	•	•	•	•	•	•	33.000 : 1	•	•	79,4 x 54 x 9,9	13	•	111 / 0,19	32"
	26"	–	•	4500	–	–	•	–	–	•	•	•	–	–	–	–	–	•	•	3	1	2	–	•	•	•	•	•	•	33.000 : 1	•	•	65,9 x 46,6 x 9,5	10	•	88 / 0,19	26"
S4000	40"	•	•	4000	–	–	•	–	–	•	•	•	–	–	–	–	–	•	•	3	1	2	–	•	–	–	•	•	–	33.000 : 1	–	–	99,7 x 64,4 x 11	20	•	175 / 0,19	40"
	37"	–	•	4000	–	•	–	–	–	–	•	•	–	–	–	–	–	•	•	3	1	2	•	–	–	–	•	•	–	XX.XXX : 1	–	–	93,1 x 60,9 x 11	TBD	•	TBD / 0,6	37"
	32"	–	•	4000	–	•	–	–	–	–	•	•	–	–	–	–	–	•	•	3	1	2	•	–	–	–	•	•	–	XX.XXX : 1	–	–	81 x 54,2 x 9,9	TBD	•	TBD / 0,6	32"
	26"	–	•	4000	–	•	–	–	–	–	•	•	–	–	–	–	–	•	•	3	1	2	•	–	–	–	•	•	–	XX.XXX : 1	–	–	67,5 x 46,6 x 9,7	TBD	•	TBD / 0,6	26"
B40x0	26"	–	•	4030 4050	–	•	–	–	–	–	•	•	–	–	–	–	–	•	•	2	1	2	•	–	–	–	•	–	–	6000 : 1	–	–	66,6 x 46,4 x 16,7	9,5	–	90 / 0,7	26"
	23"	–	•	4030 4050	–	•	–	–	–	–	•	•	–	–	–	–	–	•	•	1	1	2	•	–	–	–	•	–	–	3000 : 1	–	–	58,5 x 41,4 x 14	7,5	–	74 / 0,7	23"
	20"	–	•	4030 4050	–	•	–	–	–	–	•	•	–	–	–	–	–	•	•	1	1	2	•	–	–	–	•	–	–	5000 : 1	–	–	51,6 x 37,3 x 12,4	6,5	–	60 / 0,7	20"

Colours: Midnight Sky, Aluminium, Pearly White, Dark Walnut, Glossy Mocha, Piano Black

Home Projectors		Projection System	Screen Size (diagonal)	Resolution	HD ready	Picture Enhancement BRAVIA ENGINE	BRAVIA ENGINE PRO	x.v.Colour	Motionflow Dark Frame Insertion	Contrast Ratio	Advanced Iris	Brightness in ANSI Lumens	Real Colour Processing	Lens Type	Lens Shift	Keystone Correction	Fan Noise in dB	HDMI™ Ports	RS-232C Port	BRAVIA Theatre Sync	Lamp	Colour	Dimensions in cm (W x H x D)	Weight in kg	Power Consumption in Watts Max / Standby / Low	Optional Ceiling Brackets	Panel Alignment Function	Other Features	Home Projectors
	VPL-VW200	3x new SXRD™ panels by Sony with high frame rate	40-300 inches 1,0-7,6m	1920 x 1080 HD	•	–	•	•	•	35.000:1	Version 2	800	•	1,8x zoom Carl Zeiss Vario-Tessar	Vertical 65%[3]	•	22	x2 (24p)	x1	•	400W Pure Xenon	Midnight Blue	49,6 x 17,5 x 57,4	20	650 / 10 / 0,5	PSS-H10	Full Screen + 16x9 zones	Image Director 3 software on supplied CD-ROM	VPL-VW200
	VPL-VW60	3x new SXRD™ panels by Sony	40-300 inches 1,0-7,6m	1920 x 1080 HD	•	•	–	–	–	35.000:1	Version 2	1000	•	1,8x zoom ARC-F[2]	Vertical 65%[3]	•	22	x2 (24p)	x1	•	200W Ultra High Pressure	Dynamic Anthracite	39,5 x 17,4 x 47,1	11	300 / 8 / 0,5	PSS-H10	Full Screen	Image Director 3 software on supplied CD-ROM	VPL-VW60
	VPL-VW40	3x new SXRD™ panels by Sony	40-300 inches 1,0-7,6m	1920 x 1080 HD	•	•	–	–	–	15.000:1	Version 2	900	•	1,8x zoom ARC-F[2]	Vertical 65%[3]	•	22	x2 (24p)	x1	–	200W Ultra High Pressure	Icy White	39,5 x 17,4 x 47,1	11	300 / 8 / 0,5	PSS-H10	–	Image Director 3 software on supplied CD-ROM	VPL-VW40

[1] With supported operators.
[2] All Range Crisp Focus
[3] Horizontal lens shift can be adjusted manually (fine adjustment).

Series and Sizes		HD 1080p	HD ready	Colours and Frame Colours	LIVE COLOUR CREATION	BRAVIA ENGINE BE	BE2	BE PRO	TRILUMINOS	24p True Cinema	Cinema Mode	Theatre Mode	Game Mode	Motionflow +100Hz	PhotoTV HD	10-bit Panel	x.v.Colour	Voice Zoom	Virtual Dolby® Surround	BBE ViVA	HDMI™ Connections	Component Connections	SCART Sockets	BRAVIA Theatre Sync	BRAVIA Sync	USB Photo Viewer	Terrestrial HDTV Decoder	Digital Terrestrial TV Tuner	Digital Cable Tuner[1]	Picture Frame Mode	Contrast Ratio	XMB™	Optical Audio Output	Dimensions in cm (W x H x D) without Stand	Weight in kg without Stand	Versatile Swivel Display	Power Consumption in Watts Normal Mode / Standby		Series and Sizes
X3500	70"	•	•	1 3500	•	–	–	•	•	•	•	•	•	•	•	•	•	•	–	–	3	2	2	•	–	•	•	•	•	–	25.000 : 1	–	•	184,2 x 107,3 x 15	80,5	–	630 / 0,4	70"	X3500
	52"	•	•	1 3500	•	–	–	•	–	•	•	•	•	•	•	•	•	•	–	–	3	2	2	•	–	•	•	•	•	–	18.000 : 1	–	•	141,5 x 82,7 x 12,5	42	–	305 / 0,3	52"	
	46"	•	•	1 3500	•	–	–	•	–	•	•	•	•	•	•	•	•	•	–	–	3	2	2	•	–	•	•	•	•	–	18.000 : 1	–	•	126,2 x 73,4 x 12,3	33	–	270 / 0,3	46"	
	40"	•	•	1 3500	•	–	–	•	–	•	•	•	•	•	•	•	•	•	–	–	3	2	2	•	–	•	•	•	•	–	18.000 : 1	–	•	111,1 x 65,7 x 12,3	26	–	220 / 0,3	40"	
X3000	46"	•	•	2 3000 Frame: 13 7 8 12 15	•	–	–	•	–	•	•	•	•	•	•	•	•	•	–	–	3	2	2	•	–	•	•	•	•	–	18.000 : 1	–	•	126,2 x 73,4 x 12,1	33	–	270 / 0,3	46"	X3000
	40"	•	•	2 3000 Frame: 13 7 8 12 15	•	–	–	•	–	•	•	•	•	•	•	•	•	•	–	–	3	2	2	•	–	•	•	•	•	–	18.000 : 1	–	•	111,1 x 65,7 x 12,1	26	–	220 / 0,3	40"	
W3000	52"	•	•	1 3000	•	EX	–	–	–	•	•	•	•	–	•	•	•	•	–	–	3	2	2	•	–	–	•	•	•	–	16.000 : 1	–	•	127,8 x 83,2 x 12,3	36	–	320 / 0,3	52"	W3000
	46"	•	•	1 3000	•	EX	–	–	–	•	•	•	•	–	•	•	•	•	–	–	3	2	2	•	–	–	•	•	•	–	16.000 : 1	–	•	113,5 x 73,4 x 12,2	28,5	–	285 / 0,3	46"	
	40"	•	•	1 3000	•	EX	–	–	–	•	•	•	•	–	•	•	•	•	–	–	3	2	2	•	–	–	•	•	•	–	16.000 : 1	–	•	99,2 x 64,3 x 12,2	22	–	240 / 0,3	40"	
V3000	46"	•	•	3 3000	•	•	–	–	–	•	•	•	–	–	•	–	–	–	–	–	3	1	2	•	–	–	–	•	•	–	16.000 : 1	–	•	113,5 x 73,4 x 12,2	26	–	199 / 0,3	46"	V3000
	40"	•	•	3 3000	•	•	–	–	–	•	•	•	–	–	•	–	–	–	–	–	3	1	2	•	–	–	–	•	•	–	16.000 : 1	–	•	99,2 x 64,3 x 12,2	20	–	169 / 0,3	40"	
D3500	46"	•	•	2 3500	•	•	–	–	–	•	•	•	–	–	•	–	–	–	–	–	2	1	2	•	–	–	–	•	•	–	16.000 : 1	–	–	111,4 x 73 x 11,5	26,5	–	238 / 0,3	46"	D3500
	40"	•	•	2 3500	•	•	–	–	–	•	•	•	–	–	•	–	–	–	–	–	2	1	2	•	–	–	–	•	•	–	16.000 : 1	–	–	98,1 x 64,3 x 11	20,5	–	193 / 0,3	40"	
D3000	32"	–	•	2 3000	•	•	–	–	–	•	•	•	–	•	–	•	–	–	–	–	3	1	2	•	–	–	–	•	•	–	8.000 : 1	–	•	79,0 x 53,0 x 10	14,5	–	149 / 0,3	32"	D30x0
T3000	32"	–	•	2 3000	•	•	–	–	–	–	•	•	–	–	–	–	–	–	•	•	3	1	2	•	–	–	–	•	•	–	8.000 : 1	–	–	79,0 x 53,0 x 10	14	–	150 / 0,6	32"	T3000
	26"	–	•	2 3000	–	•	–	–	–	–	•	•	–	–	–	–	–	–	•	•	2	1	2	•	–	–	–	•	•	–	8.000 : 1	–	–	65,6 x 45,2 x 9,6	11	–	95 / 0,6	26"	
S40x0	20"	–	•	2 4000 3 4020	–	•	–	–	–	–	–	–	–	–	–	–	–	–	•	•	1	1	2	–	–	–	–	•	–	–	5.000 : 1	–	–	50 x 37 x 10	7	–	65 / <1	20"	S40x0
S30x0	32"	–	•	2 3000 4 3010 3 3020	•	•	–	–	–	–	•	•	–	–	–	–	–	–	•	•	3	1	2	•	–	–	–	•	•	–	8.000 : 1	–	–	79 x 53 x 10	14	–	150 / 0,6	32"	S30x0
	26"	–	•	2 3000 4 3010 3 3020	–	•	–	–	–	–	•	•	–	–	–	–	–	–	•	•	2	1	2	•	–	–	–	•	•	–	6.000 : 1	–	–	65,7 x 45,3 x 12,1	10,5	–	90 / 0,7	26"	
	20"	–	•	2 3000 3 3020 9 3030 7 3040 8 3050 9 3060 10 3070	–	•	–	–	–	–	•	•	–	–	–	–	–	–	•	•	1	1	2	•	–	–	–	•	–	–	4.000 : 1	–	–	49,7 x 35,8 x 9,9	7	–	60 / 0,7	20"	
P30x0	40"	–	•	2 3000 11 3020	–	•	–	–	–	–	•	•	–	–	–	–	–	–	•	•	2	1	2	•	–	–	–	•	–	–	8.000 : 1	–	–	98,2 x 64,3 x 12,4	20	–	165 / 0,6	40"	P30x0
	37"	–	•	2 3000 11 3020	–	•	–	–	–	–	•	•	–	–	–	–	–	–	•	•	2	1	2	•	–	–	–	•	–	–	8.000 : 1	–	–	90,6 x 61,1 x 12,6	18	–	150 / 0,6	37"	
	32"	–	•	2 3000 11 3020	–	•	–	–	–	–	•	•	–	–	–	–	–	–	•	•	2	1	2	•	–	–	–	•	–	–	8.000 : 1	–	–	79 x 53 x 11,9	13	–	130 / 0,7	32"	
	26"	–	•	2 3000 11 3020	–	•	–	–	–	–	•	•	–	–	–	–	–	–	•	•	2	1	2	•	–	–	–	•	–	–	6.000 : 1	–	–	65,7 x 45,3 x 12,1	10	–	90 / 0,7	26"	
U3000	37"	–	•	12 3000	–	–	–	–	–	–	•	•	–	–	–	–	–	–	•	•	2	1	2	•	–	–	–	•	–	–	7.000 : 1	–	–	90,6 x 61,1 x 12,6	18	–	150 / 0,6	37"	U3000
	32"	–	•	12 3000	–	–	–	–	–	–	•	•	–	–	–	–	–	–	•	•	2	1	2	•	–	–	–	•	–	–	7.000 : 1	–	–	79 x 53 x 11,9	13	–	130 / 0,7	32"	
	26"	–	•	12 3000	–	–	–	–	–	–	•	•	–	–	–	–	–	–	•	•	2	1	2	•	–	–	–	•	–	–	5.000 : 1	–	–	65,7 x 45,3 x 12,1	10	–	90 / 0,7	26"	

Colours: 1 Brushed Metal 2 Black 3 Piano Black 4 Dark Blue 5 Silver 6 Silk White 7 Deep Mauve 8 Mocha 9 Powder Blue 10 Fuchsia Pink 11 Metallic Silver 12 Chrome Black 13 Light Beige 14 Pale Gold 15 Scarlet Red

Home Projectors		Projection System	Screen Size (diagonal)	Resolution	HD ready	BRAVIA ENGINE	Contrast Ratio	Advanced Iris	Brightness in ANSI Lumens	Real Colour Processing	Lens Shift	Keystone Correction	Fan Noise in dB	HDMI™ Ports	RS-232C Port	Lamp	Dimensions in cm (W x H x D)	Weight in kg	Power Consumption in Watts Max / Standby / Low	Optional Ceiling Brackets	Other Features	Home Projectors
	VPL-AW15	3x 3LCD panels by Sony	40 - 200 inches 1,0 - 5,1m	1280 x 720	•	–	12.000:1	Version 2	1300	•	Horizontal 25% Vertical 65%	•	20	x1 (24p)	x1	165W Ultra High Pressure	37 x 11,9 x 32	6	265 / 7 / 0,5	PSS-H10 / PSS-610NL	Optional bundle with Sony's DynaClear Screen™	VPL-AW15
	VPL-AW10	3x 3LCD panels by Sony	40 - 200 inches 1,0 - 5,1m	1280 x 720	•	–	6.000:1	Version 1	1300	–	–	•	20	x1 (24p)	x1	165W Ultra High Pressure	37 x 11,9 x 32	5,8	265 / 7 / 0,5	PSS-H10 / PSS-610NL	Optional bundle with Sony's DynaClear Screen™	VPL-AW10

[1] With supported operators.

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